

So I started another company. I have even less tolerance for fake bullshit than when I started comma, and I probably will fail because of this.

Cruise Automation is a good example here. If they told the truth, they would be out of business. In 2016, they were bought by GM for \$1B. I promise they didn't tell GM that Cruise would be [losing \\$5M per day](#) 5 years later, though it was obvious to anyone willing to be honest.

They still promise that revenue is [right around the corner](#), and the worst part is that people continue to believe them. They say: look at how much progress they have made! I also heard that Elon was shipping Level 5 self driving this year ([also in 2020 and a bunch of other years btw](#)).

The point of communication is not to convey truth, it's to achieve desired outcomes.

However, is Cruise a failure? A common metric I judge companies by is value destruction. I like to be more clever in my value destruction, for example, releasing open source things to destroy moats. But does it matter? Value destruction is value destruction. How much of the world's resources have you funneled into your thing?

I pride myself on capital efficiency but then apply a different standard to energy usage. Efficiency is actually a pretty dumb metric, since you can only get to 100%. You need to just use more.

I know what it takes to succeed, but I'm not willing to do it.

Don't have a product? It doesn't matter! The company is your product. Hire a marketing division to shill. How the fuck does [Zoxx have higher google trends than openpilot](#)? Nobody is driving in a Zoxx, Zoxx's aren't real. But that doesn't matter, use photoshop. Perception is reality.

Also hire many people! Hire recruiters. Shill shill shill. Get a big office. Put warm bodies in seats. Spend \$10M+ to brand your office. You are the next